

...of time the rating is displayed is not long enough. Many cable channel surf and might miss the beginning of where the rating is revealed. The size of the rating should be bigger and more noticeable. The rating should be shown after each commercial break, in case some of the viewers miss it in the beginning of the program. Many of the ratings are inconsistent and are not appropriate by the content of the show. The TV producers should not rate their own shows. An independent group should be in charge of that. This will eliminate many of the inconsistencies. The ratings need to be more stringent. Many of the TV shows have the rating TV-PG when in fact they deserve a TV-14. TV producers are more interested in the number of people watching their program instead of rating their programs properly.

The rating system needs a great deal of improvements. Without the help of parents, this TV rating system will be a failure. It is the parents' responsibility to regulate what kind of television their children are exposed to. We need to encourage parents to do so. Thank you.

Lena Tsai

FCC MAIL ROOM



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MAR 11 1997

MOREAU CATHOLIC HIGH SCHOOL

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Ethics in Media Communications

Federal Communications Commission
1919 M Street NW, Rm 222
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

March 5, 1997

Dear Commissioner:

I have recently been given the opportunity to research the newly proposed and enacted television rating system. I am currently enrolled in a high school course entitled Ethics in Media Communications. Throughout the course of this class, I have been researching the effects of television programming upon society. I have looked at programming factors such as violence, sexual content, and strong language. I have come to realize that these particular aspects of programming should be known to the viewer, especially the concerned parents of small children. At the present moment, I feel that the television rating system deserves much praise and some slight criticism.

For the most part, I feel that the television ratings give concerned parents an insight to the programming that their children are being exposed to. Each rating, which is displayed before the program begins, briefly informs parents of the violence, sexual content, and language that will be displayed in a particular show. I feel that this brief informative rating is appropriate, but could be improved. In order to for the television rating system to fulfill its maximum purpose, the ratings need to be more specific. Each rating should include a brief paragraph explaining why the program has been given its specific rating. For example, if a program has been rated for fourteen and above due to sexual content and violence, then a few sentences should follow the rating warning parents what to be cautious of. One can not place ratings on a television screen and

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expect the general public to understand them without any form of explanation. I mean honestly, the television viewers of America are not mind readers. Also, the size of the ratings need to be increased in size and placed in an area on the screen where they are in viewing range. At the present moment, they are practically unnoticeable. I feel that these suggestions would greatly improve the success rate of the television rating system.

Thank you.

Sincerely,

Michele Bixby
Michele Bixby



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MAR 11 1997

MOREAU CATHOLIC HIGH SCHOOL

Ethics in Media Communications

Federal Communications Commission
1919 M Street NW, Rm 222
Washington, D.C. 20554

March 5, 1997
To whom it may concern:

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My name is Lisa Ball, I am a senior at Moreau Catholic High School in Hayward, Ca. This semester I am studying the subject of media ethics. I am writing to you in regards to the article you put out about your new TV ratings.

Personally, I have come to believe that the ratings that magically appear in the top left hand corner of the television for the first ten to fifteen seconds of the program are sufficient - for me. Of course, I am an eighteen year old high school senior, without children, and hardly any time to watch random TV; I have to be highly selective with what I watch.

Unfortunately, there are other people who happen to have to be concerned with what their children are watching. Everybody knows that parents hardly have any time to watch their children in their busy schedules, much less try to conform to grabbing a quick glimpse of a tiny rating in the first seconds of a TV program.

It will be almost impossible for a rating system of any sort to appeal to and be approved by the entire American public, but perhaps there is one that is more effective than what currently exists. Not to mention, the ratings that are presented now are extremely vague. people want to know exactly what their children are watching.

Please allow me to suggest a method of symbols which reflect what is being seen and have the number of symbols which are presented represent the intensity that will be seen in whatever category that is. For example, propose symbols for the following categories: sex, language,

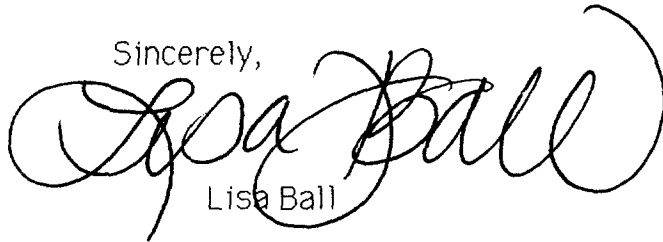
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horror, and violence. Humans can relate to symbols without having to think about what they are seeing. Allow the amount of symbols presented to symbolize the intensity of the category. (e.g. 1-4 symbols, four symbols being the most intense.) Permit the symbols to remain on the TV screen throughout the whole program, even through commercials, so during commercials, parents will know what to expect when the show continues. This method will be much more beneficial and leave less room for confusion.

Thank you for your time, and good luck with whatever you decide.

Sincerely,

A handwritten signature in cursive script, appearing to read "Lisa Ball". The signature is fluid and stylized, with large loops and a long horizontal stroke at the end.

Lisa Ball

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